Is Twitch really an inclusive platform?

As a final project of the **Aesthetics of the Interfaces** course at the **Academy of Fine Arts in Pisa**, Alma Artis; Giovanni Piscitelli, Aurora Ciappi and Arianna Biasci produced a report on the topic of **inclusivity and accessibility of the Twitch.tv** live streaming site.

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What's Twitch?

Twitch is a live streaming platform owned by Amazon.com.
It was **born on June 6, 2011** as a streaming platform daughter of Justin.Tv.
The site primarily allows **video game streaming** and is an industry leader in broadcasting of eSports events and competitions.
Over time, however, its contents have expanded dramatically and it is possible to find **channels dedicated to the most disparate topics**: cinema, comics, challenges, cooking, live irl (in real life) and even live "Just Chatting".
Twitch gives the streamer the opportunity to have direct contact with their followers who, while streaming, can comment in chat, send emojis, request things with accumulated Channel Points, make spontaneous donations and / or take out a monthly subscription to the channel of your favorite streamer to have access to additional content and to remove the display of advertisements on that channel.
As Twitch is owned by Amazon, it is also possible to **subscribe to a channel through Amazon Prime.**

Subscriptions (subs) are available in the following packages:
Level 1: 4.99 euros per month.
Level 2: € 9.99 per month.
Level 3: 24.99 euros per month

Once a certain number of subs and views have been reached, it is not difficult for the streamer to **attract sponsors** seeking exposure.
For this reason, all the most famous streamers enter into contracts by monetizing from it, even more than from their own viewers.

ATTENTION: To monetize on Twitch you must be a **Twitch Partner or Affiliate**

Twitch Inclusivity

Twitch cares a lot about the aspect of inclusiveness and accessibility to be an inclusive workplace for all, where everyone can enter, contribute, grow and thrive.
Twitch is **for diversity,** anyone can create a channel on Twitch.

There are also days that provide safe spaces in which everyone can feel free to be themselves inherent in various categories such as **"Asian Guild", "Black Guild", "Rainbow Road Guild", "Women + guild".**

Trying to avoid prejudice, in our opinion they excessively implement the political correctness, banning certain terms such as **"BLIND RUN"** because it is considered offensive towards visually impaired and blind people, when in reality the term does not refer at all to this category, but rather means that the gameplay is streamed without knowing anything about the game.

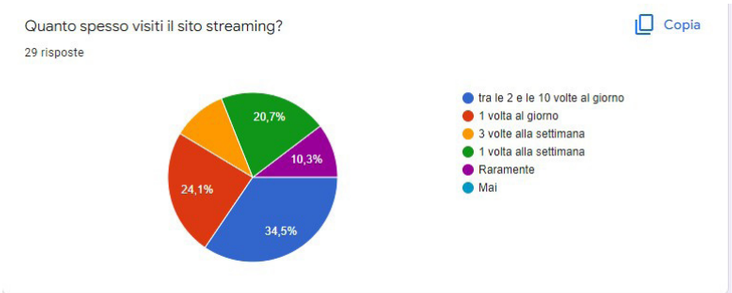
Additionally, Twitch is famous for using badges and emojis, which each streamer can customize on their own channel. However, there are some standard Twitch-created emojis like "**POGCHAM**P". The face of the aforementioned emoji belonged to **Ryan 'Gootecks' Gutierrez.** However, the streamer wrote a post on Twitter inciting violence relating to the "2021 United States Capitol attack". Twitch has decided to **remove his face from the emoji and change it every day**, completely dissociating himself from what Gutierrez wrote.

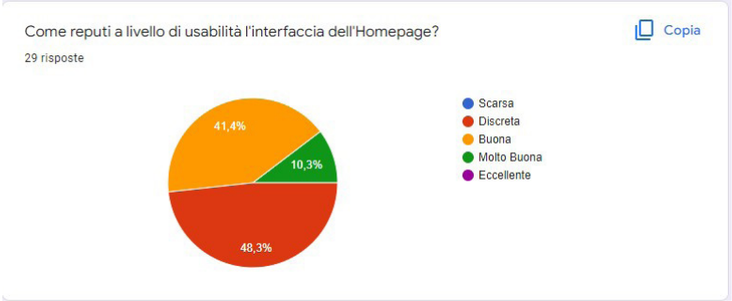
Cross Cultural

Twitch's platform is understandable to people of all ages as long as the person in question is familiar with the web world. People who are less navigated in the environment may have more difficulty moving around the platform, sometimes remaining disoriented.

Sondaggio sull'usabilità

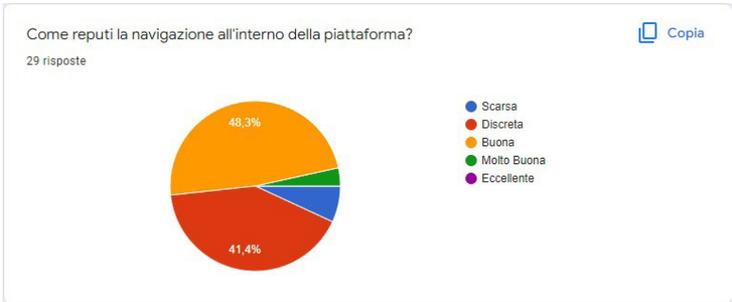
We have created this poll about Twitch Usability. 29 people share thier thoguts with us:

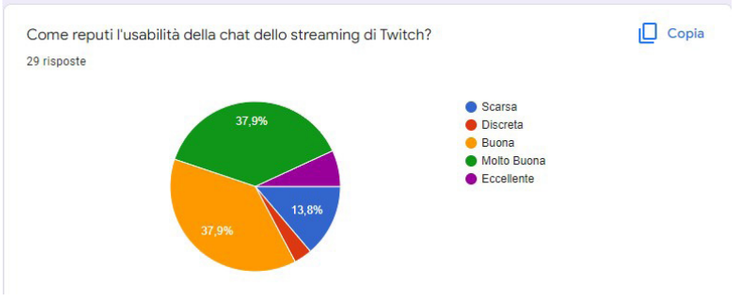




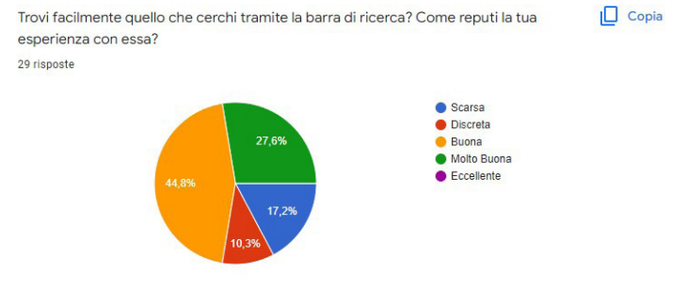
The majority, or 34% replied to visit the site between **2 and 10 times a day**, only 10.3% rarely visit it.

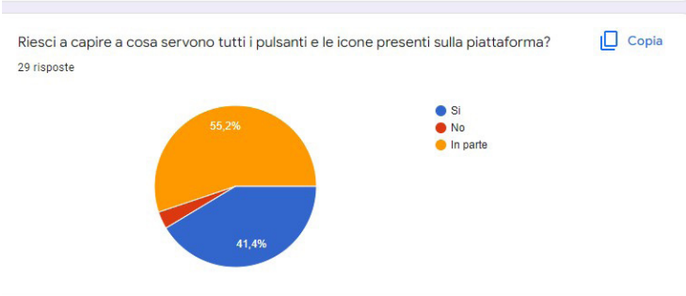
In terms of usability of the Homepage interface, no one found it poor. The votes were all positive.



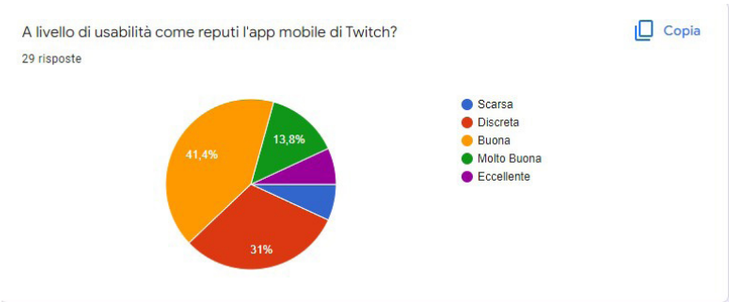


Moving on to the navigation side, the survey splits in two between those **who consider it good and those who consider it discreet**. Even more splits with regard to the chat which is rated poor by **13.8%** of the survey participants, while 37.9% consider it very good and another **37.9% only good.**





On the search bar, the survey splits even further, but the majority of **44.8% think their experience with the search bar is good.** As for icons, 55% of voters can only partially understand what they mean and what they are for, **a very important fact to take into consideration.**



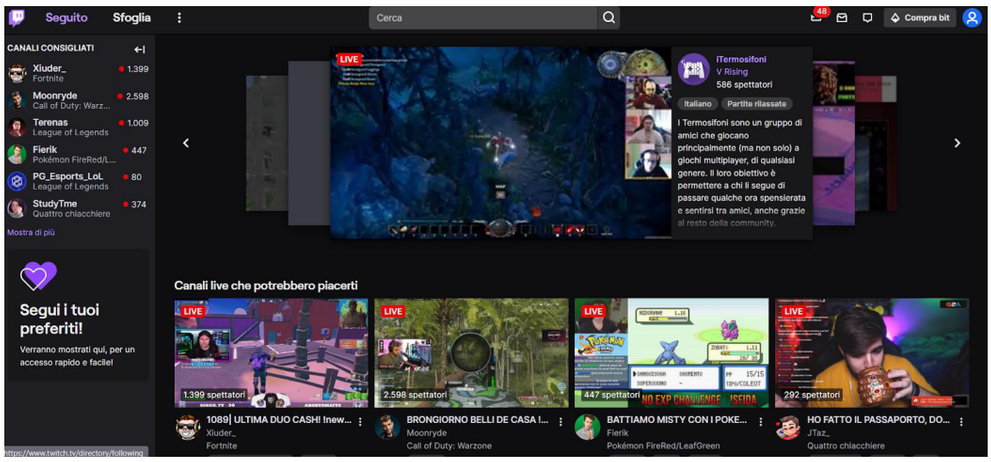
The Twitch Mobile app is rated as good by 41%, very good by 13.8% but only fair by 31%.

Also these are some complaints or suggestions that users have exposed:

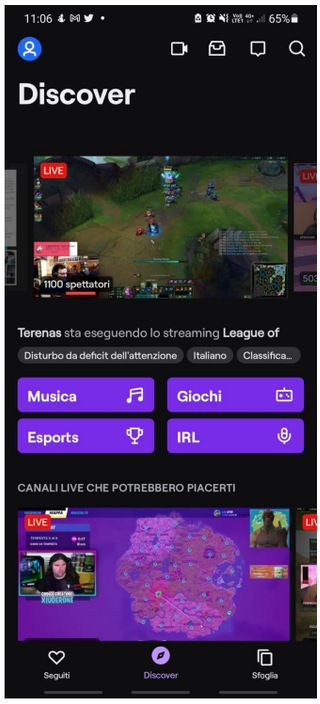
- Remove autoplay from videos
- Little customization of the mobile homepage
- Recommend emerging channels and not always those that make a lot of viewers

Responsive Design Test

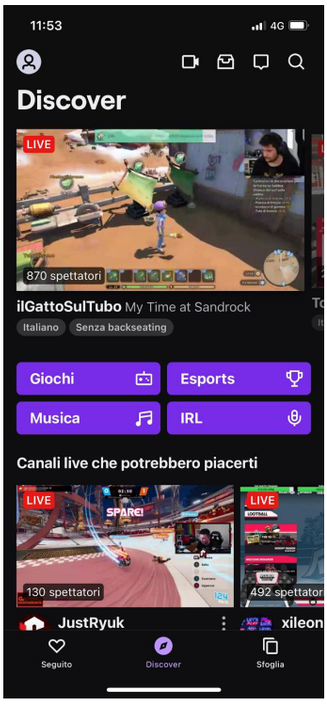
In terms of responsive design, the first thing we notice as the difference between desktop and mobile is that if we open Twitch from a PC, the initial screen immediately appears and you can browse twitch without being registered, on mobile the first screen that appears is to register or log in to see the contents inside Twitch



Desktop



Android



Apple

As we can see, **the mobile layout is much more orderly** than the desktop one, with icons inside that require a call to action, a very obvious example is that of the browse button that in the mobile, having an **icon recalls an action** that can be performed instead on the desktop being an inscription next to the logo does not recall a CTA.

In mobile the various images are all resized very well so as to understand what I'm looking at.

In the desktop we can see at the top left the **three dots menu** that by clicking give us more information such as going to the Twitch blog where there are news related to the platform such as events etc ... In the app this possibility there is not therefore no person who enters via the app may not be aware of the blog

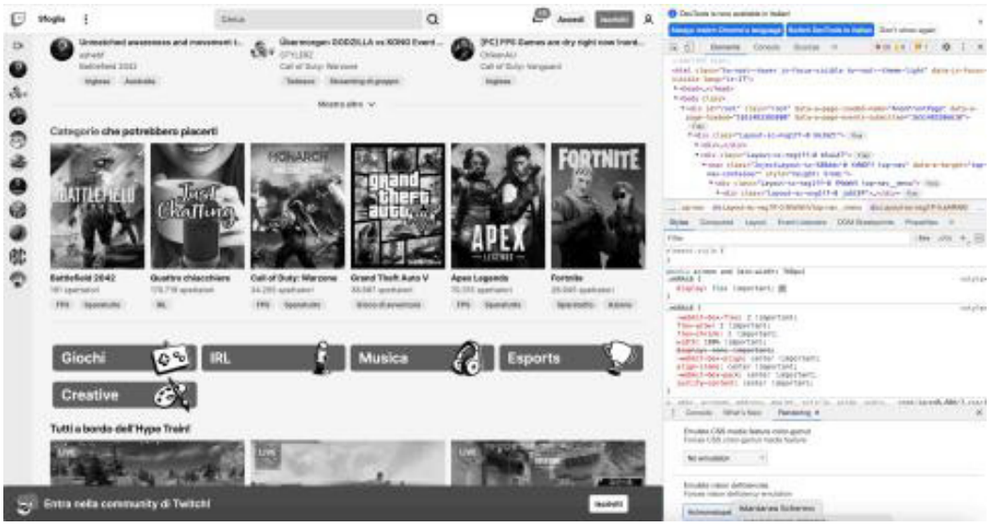
In the mobile version there are differences in colour and font between the Android and Apple application. On android phones the subtitles are gray and in caps lock, while on Apple they are white and not in caps lock.

Are images inclusive?

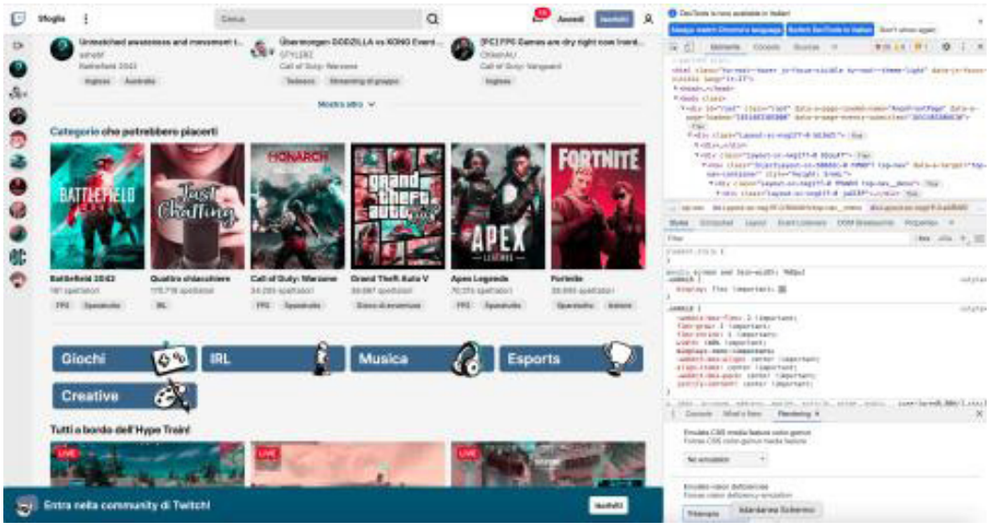
On the Twitch platform the images are displayed correctly but cannot be described for lack of ALT (Alternative text for images, describes them and makes them accessible to blind people who can perceive them through the braille bar)

People with visual impairments see the Twitch Homepage in these ways:

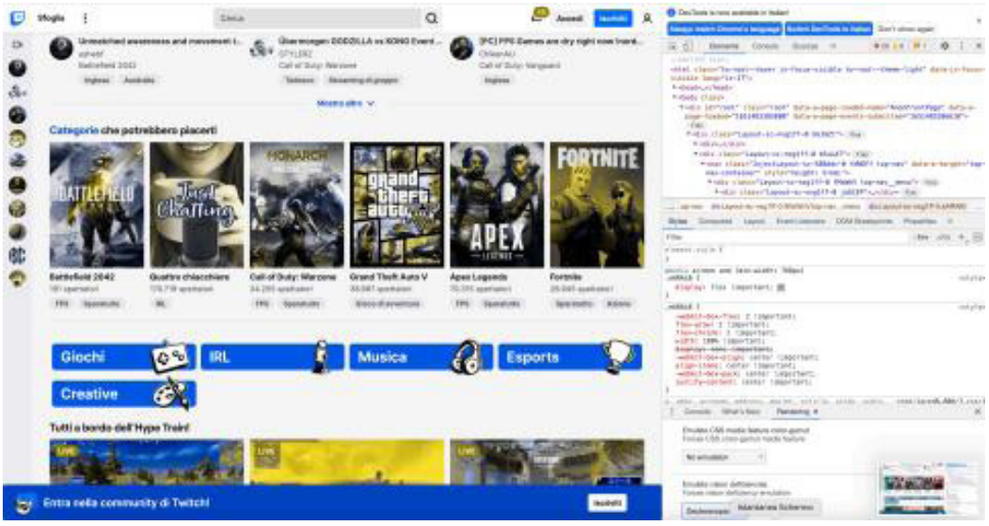
ACHROMATOPSIA



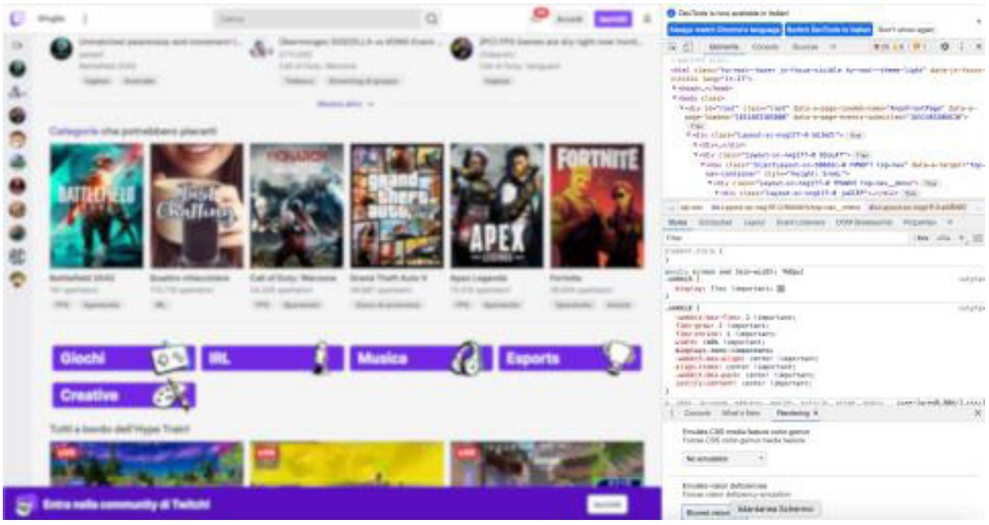
TRITANOPIA



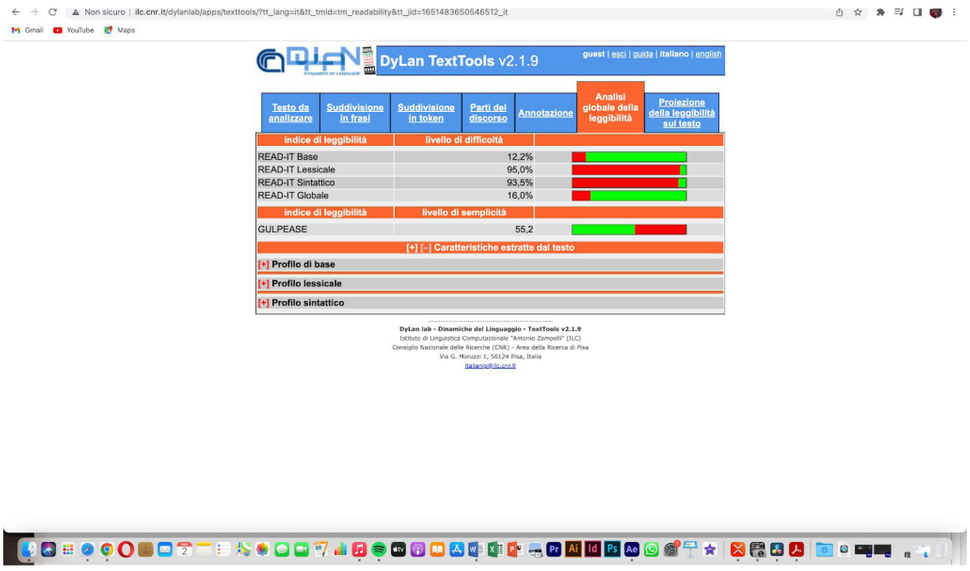
DEUTERANOTOPIA



BLURRED VISION



Copywriting test



As we can see from the images the texts used on twitch have a slang for kids, this can lead to a higher level of difficulty for younger children or adults.

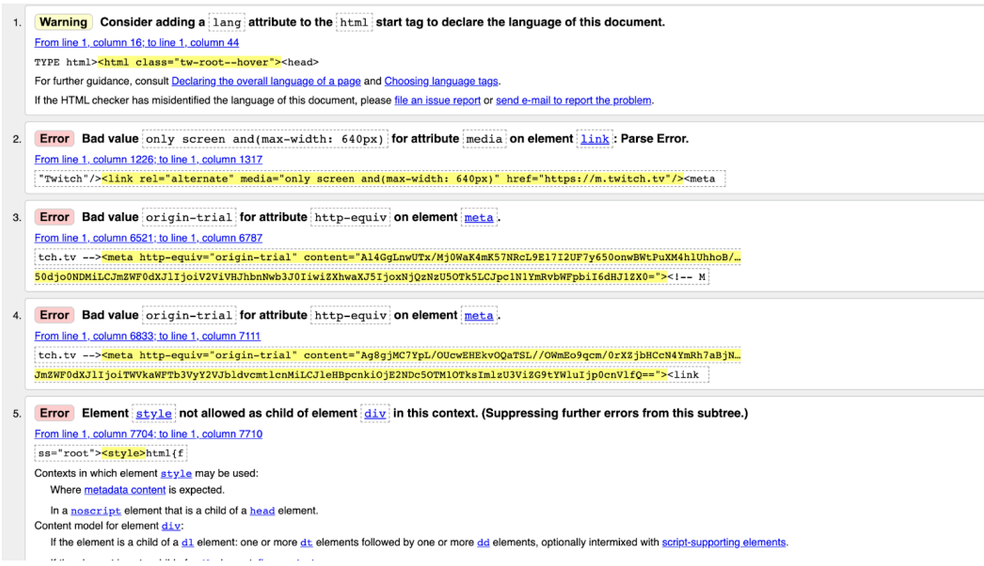
Multimedia Accessibile

Twitch, as already mentioned, is a platform designed for creating live content where users / viewers can enter and comment. Most of the content is about video games.To make streaming more accessible, Twitch could adopt obviously not simple solutions such as speak to test for deaf people or appointing people placed in a separate box who tell what is happening during streaming specifically to fully involve blind people The live streams are then reloaded in full on the streamer channel. For greater accessibility since it is quite impossible to insert automatic subtitles for live broadcasts, they could be inserted at least for videos.

Verifica Accessibilità nel Codice

Twitch does not have many errors in terms of accessibility in the code, but the **LANG is missing** or the language of the site has not been specified, this can give problems to the blind, who use the braille bar but above all the audio output risks being implemented with a wrong pronunciation (ex: case in Italian and case in English).

The **Title H1** is also missing, which is very important to differentiate various topics.



1. **Warning** **Consider adding a `lang` attribute to the `html` start tag to declare the language of this document.**
   From line 1, column 16; to line 1, column 44
   `TYPE html><html class="tw-root--hover"><head>`
   For further guidance, consult Declaring the overall language of a page and Choosing language tags.
   If the HTML checker has misidentified the language of this document, please file an issue report or send e-mail to report the problem.
2. **Error** **Bad value `only screen and(max-width: 640px)` for attribute `media` on element `link`: Parse Error.**
   From line 1, column 1226; to line 1, column 1317
   `"Twitch"/><link rel="alternate" media="only screen and(max-width: 640px)" href="https://m.twitch.tv"/><meta`
3. **Error** **Bad value `origin-trial` for attribute `http-equiv` on element `meta`.**
   From line 1, column 6521; to line 1, column 6787
   `tch.tv --><meta http-equiv="origin-trial" content="Al4GgLnwUTx/Mj0WaK4mK57NRcL9E17I2UF7y650onwBWtPuXM4hlUhhoB/…`
   `50djo0NDMiLCJmZWF0dXJlIjoiV2ViVHJhbnNwb3J0IiwiZXhwaXJ5IjoxNjQzNzU5OTk5LCJpclNlYmRvbWFpbiI6dHJlZX0="><!-- M`
4. **Error** **Bad value `origin-trial` for attribute `http-equiv` on element `meta`.**
   From line 1, column 6833; to line 1, column 7111
   `tch.tv --><meta http-equiv="origin-trial" content="Ag8gjMC7YpL/OUcwEHEkvOQaTSL//OWmEo9qcm/0rXZjbHCcN4YmRh7aBjN…`
   `JmZWF0dXJlIjoiTWVkaWFTb3VyY2VJbldvcmtlcnMiLCJleHBpcnkiOjE2NDc5OTMlOTksImlzU3ViZG9tYWluIjp0cnVlfQ=="><link`
5. **Error** **Element `style` not allowed as child of element `div` in this context. (Suppressing further errors from this subtree.)**
   From line 1, column 7704; to line 1, column 7710
   `ss="root"><style>html{f`
   Contexts in which element `style` may be used:
   Where metadata content is expected.
   In a `noscript` element that is a child of a `head` element.
   Content model for element `div`:
   If the element is a child of a `dl` element: one or more `dt` elements followed by one or more `dd` elements, optionally intermixed with script-supporting elements.

Summary | Issues | Pages https://www.twitch.tv/ie11-deprecated.html

Errors | Accessibility | Compatibility | Search | Standards | Usability

This tab shows accessibility issues, indicating problems for older users, people with disabilities or accessibility needs. Automated testing cannot detect all accessibility issues, so should be used alongside human testing.

Level	WCAG 2.1	Section 508 - 2017
A	●	●
AA		
AAA	◐	

Key

- ● Pages with level A issues are unusable for some people
- ◔ Pages with level AA issues are very difficult to use
- ◐ Pages with level AAA issues can be difficult to use

Priority	Description and URL	Guideline and Line#	Count
Level A			
	1 issues on 1 pages		
●	Use the `lang` attribute to identify the language of the page.	WCAG 2.1 A 3.1.1 Section 508 (2017) A 3.1.1	1 pages
Level AAA			
	2 issues on 1 pages		
◐	Avoid specifying a new window as the target of a link with `target=_blank`.	WCAG 2.1 AAA F22	1 pages
◐	Each section of content should begin with a heading element (`h1`, `h2`, `h3`), but this page has no headings.	WCAG 2.1 AAA 2.4.1(	es

Istantanea Schermo

try.powermapper.com/demo/Report/09d1e211-78f1-4eb6-9047-9a87759566f1

PowerMapper
one click website tools

Login Search

Home | Products | Buy | Support | About Us

30 day trial » | Desktop Download | or | Cloud Signup

Errors | Accessibility | Compatibility | Search | Standards | Usability

This tab shows search engine guideline violations, and pages that don't follow search optimization best practices.

This tab is available in SortSite Professional, SortSite Developer and OnDemand, but not in SortSite Standard edition.

- ⊗ **Google Search Guidelines - Some pages violate these guidelines.**
- ⊗ **Bing Search Guidelines - Some pages violate these guidelines.**
- ⊗ **Yahoo Search Guidelines - Some pages violate these guidelines.**
- ✓ Robots.txt Guidelines - No issues found.
- ✓ Search Best Practices - No issues found.

Priority	Description and URL	Guideline and Line#	Count
Priority 1			
	2 issues on 1 pages		
●	Offer an HTML site map to your users with links that point to the important parts of your site. Links embedded in menus, list boxes, and similar elements are not accessible to web crawlers unless they appear in your site map. If the site map is larger than 100 or so links, you may want to break the site map into separate pages.	Google Bing	1 pages
●	This page has no `h1` element, which violates Bing webmaster guidelines.	Bing	1 pages
Priority 3			
	1 issues on 1 pages		

Summary | Issues | Pages https://www.twitch.tv/ie11-deprecated.html

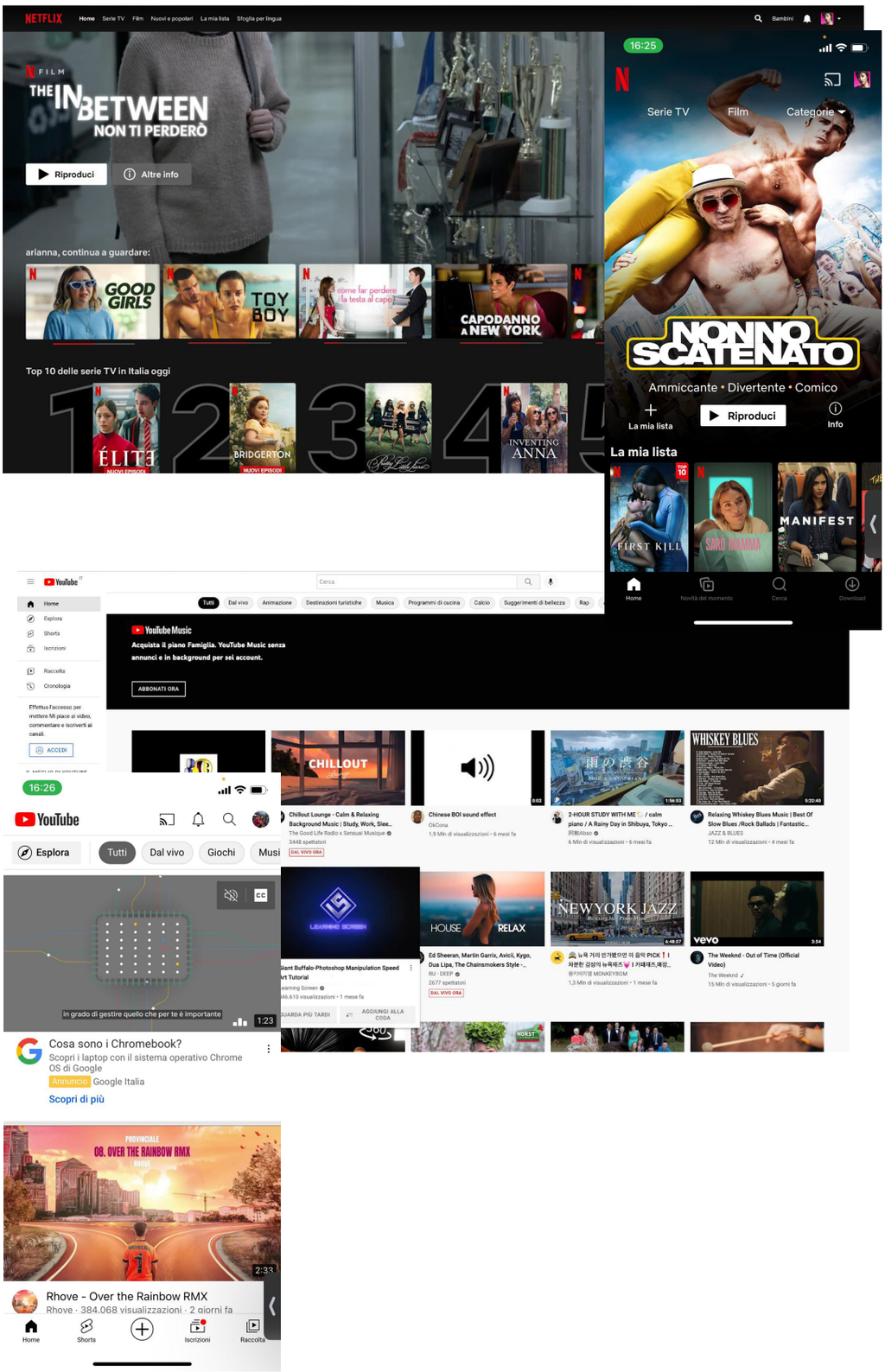
Errors | Accessibility | Compatibility | Search | Standards | Usability

This tab shows pages that do not comply with W3C standards.

- ⊗ **W3C HTML/XHTML Validation - Some pages fail validation.**
- ✓ W3C CSS Validation - All pages valid.
- ✓ W3C Deprecated Features - No issues found.

Priority	Description and URL	Guideline and Line#	Count
Priority 1			
	1 issues on 1 pages		
●	Attribute `alt` not allowed on element.	HTML5	1 pages
	Expand all 1 issues		

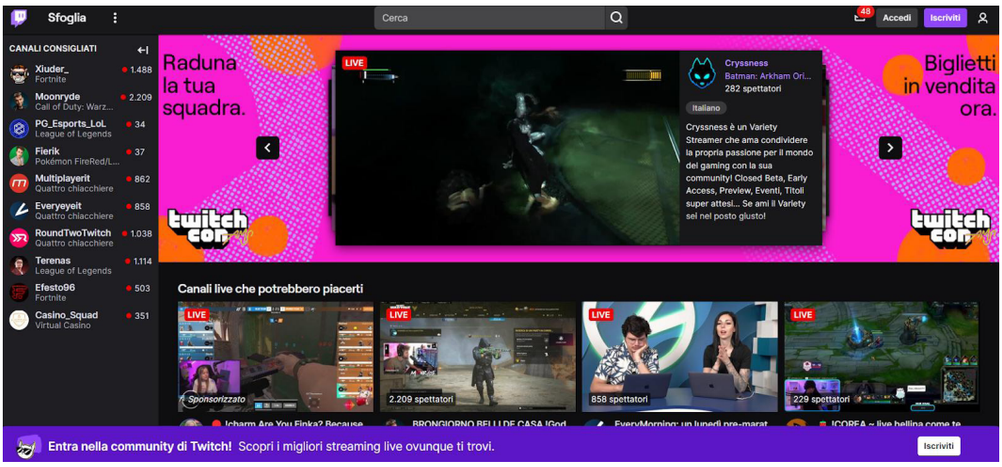
Analisi Competitors: Netflix e Youtube



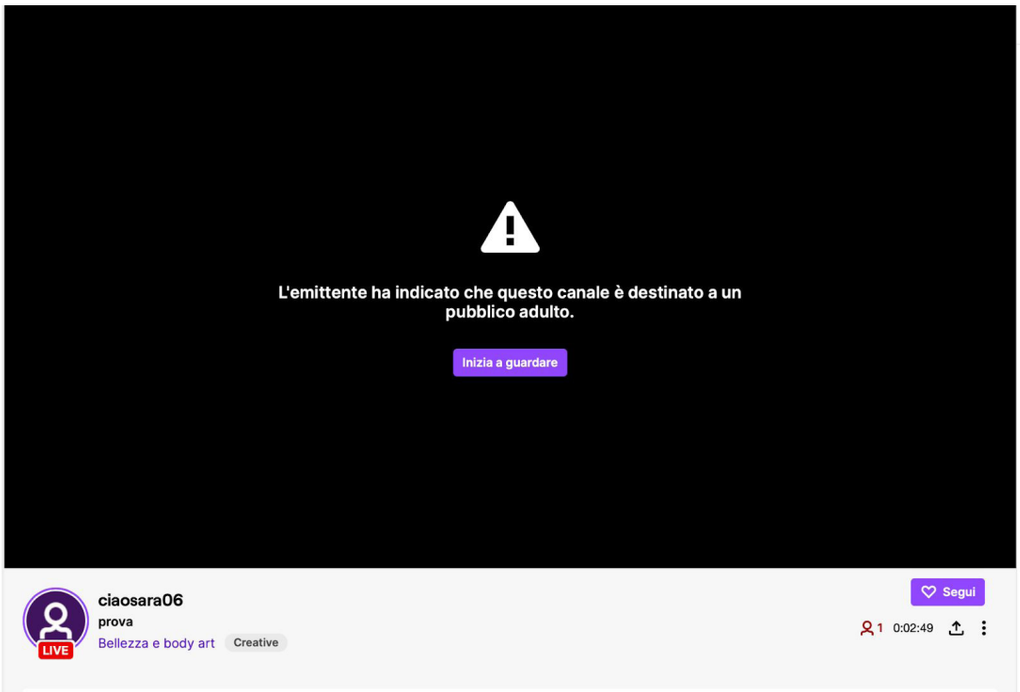
We have analyzed the **different interfaces of competitors in particular Netflix and Youtube** and we can see differences in terms of UI / UX (User interface and User experience).

Netflix has a more aesthetic and intuitive approach, while Youtube focuses on simplicity and meets the user's tastes.

The Twitch homepage shows the followed channels that are live or those that may interest us and shows on the left some channels live at that moment

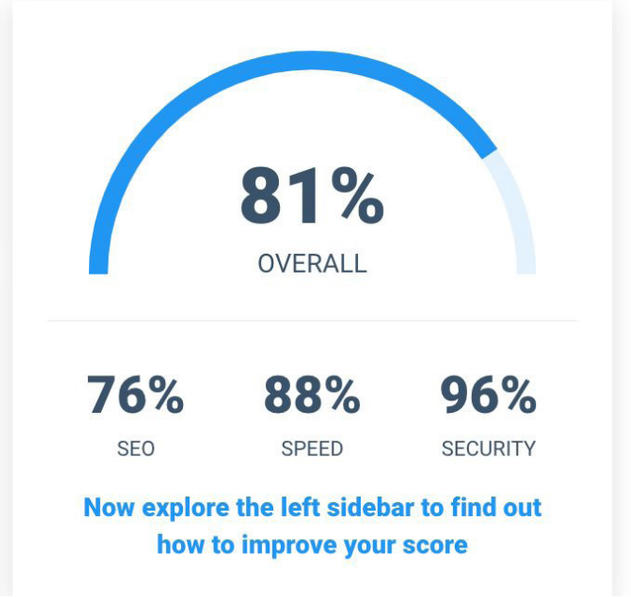
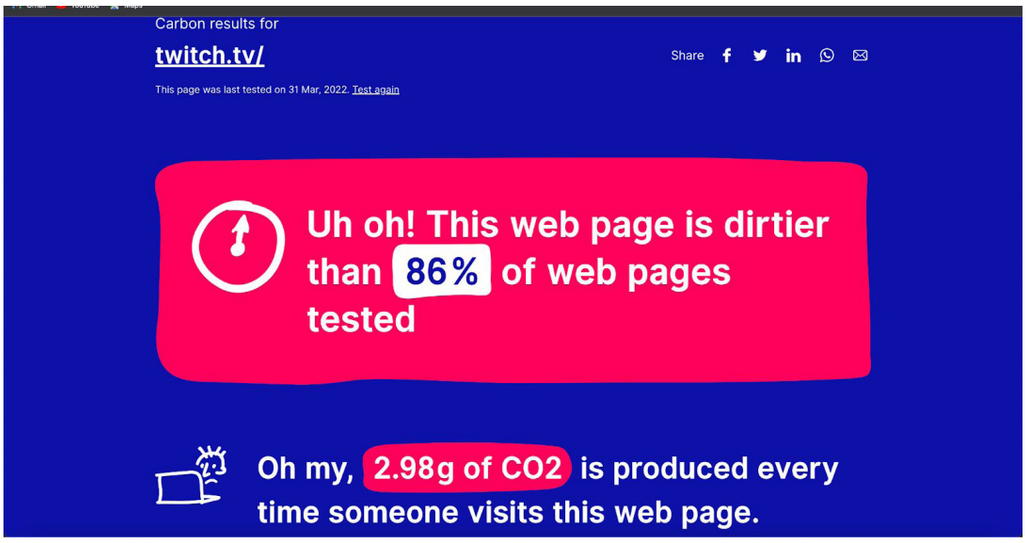


Problema Contenuti per Adulti



Although according to the social regulations you must be at least 13 years old to have an account and there is the option to define some content on the platform accessible only to adult users, it is easily circumvented by simply clicking on “Start watching” even if you are not logged in to any account.

Analisi SEO

Twitch is very effective in terms of security and speed, but we have stabilized with Website Carbon Calculator that every person who opens any Twitch page produces 2.98 grams of CO2, dirtying 86% more than other pages tested.

DNS
You are able to view the site worldwide and correctly.
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